

**Mobile Ferry Ticketing Reservation for Ferry Line Langkawi Ferry  
Services Sdn. Bhd. in Kuala Perlis**

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**Mobile Ferry Ticketing Reservation for Ferry Line Langkawi Ferry  
Services Sdn. Bhd. in Kuala Perlis**

A thesis submitted to the Graduate School in partial fulfillment of the  
requirements for the degree Master of Science (Information and  
Communication Technology)  
Universiti Utara Malaysia

By

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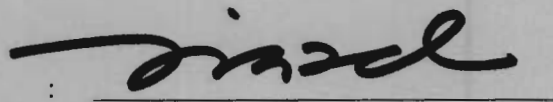
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## ABSTRACT

Telecommunications, the Internet and the mobile computing are integrating their technologies to form a new business called Mobile Commerce. With the Mobile Commerce (M-Commerce) and Mobile Ticketing reservation, services can be obtained easily at any time in any location. This research introduces a prototype “Mobile Ferry Ticketing Reservation Application (MFTRA) for Ferry Line Langkawi Ferry Services Sdn. Bhd. (or LFS) in Kuala Perlis” that provides the customers with the service of reserving tickets for the ferry without having to go to the sale point in Kuala Perlis. By using this prototype, customers can easily get necessary information for ticketing such as the ferry time table by using their mobile devices. So, they can save their time and effort. The findings of the study revealed that the users are satisfied with the MFTRA prototype. This study also proposed future works.

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## TABLE OF CONTENTS

PERMISSION TO USE .....	i
ABSTRACT .....	ii
ACKNOWLEDGEMENT .....	iii
TABLE OF CONTENTS .....	iv
LIST OF TABLES .....	vi
LIST OF FIGUERS .....	vii

### CHAPTER 1:INTRODUCTION

1.1 Background .....	1
1.2 Problem Statement .....	3
1.3 Objectives .....	5
1.4 Scope of the research .....	5
1.5 Research significance.....	7
1.6 Organization of the research.....	7
1.7 Summary .....	8

### CHAPTER 2: LITERATURE REVIEW

2.1 Introduction .....	9
2.2 Electronic Commerce (E-Commerce).....	9
2.3 Electronic Ticketing (E-Ticketing).....	11
2.4 Mobile Commerce (M-Commerce).....	14
2.4.1 WAP (Wireless Application Protocol) .....	17
2.4.2 The advantages and disadvantages of the Mobile -Commerce .....	21
2.4.3 Mobile-Commerce applications .....	22
2.5 Mobile Ticketing (M-Ticketing).....	23
2.6 Mobile booking.....	26
2.7 Summary .....	28

### CHAPTER 3:METHODOLOGY

3.1 Introduction .....	29
3.2 Research design methodology.....	29
3.2.1 Awareness of problem .....	30
3.2.2 Seggestion .....	31
3.2.3 Development .....	31
3.2.4 Evaluation .....	33
3.2.5 Conclusion - .....	34
3.3 Summary .....	34

### CHAPTER 4:FINDING AND DISCUSSION

4.1 Introduction .....	35
------------------------	----

4.2 List of requirement -----	35
4.3 Sytem Design -----	36
4.3.1 use case specification-----	38
4.4 System Development -----	56
4.5 Evaluation Result-----	58
4.5.1 User Evaluation-----	61
4.6 The requirement model-----	63
4.7 Summary-----	64
<b>CHAPTER 5: INTRODUCTION</b>	
5.1 Conclusion of the Study-----	65
5.2 Study Contribution -----	65
5.3 Problems and Limitations -----	66
5.4 Future Works -----	67
<b>REFERENCES</b> -----	68
<b>Appendix</b> -----	74



## LIST OF TABLES

4.1	Requirement Model-----	35
4.2	Demographics Data Summary -----	59
4.2	Descriptive statistics for all dimensions -----	61
4.4	Descriptive statistics for all items -----	62

## LIST OF FIGUERS

1.1	STATISTICS OF THE PASSENGERS DURING THE YEAR 2006----	4
1.2	TICKETING RESERVATION SYSTEM ARCHITECTURE-----	6
2.1	EVALUATION OF M-COMMERCE GROWTH-----	16
2.2	WAP NETWORK ARCHITECTURE -----	18
2.3	WAP LAYER STACK-----	19
2.4	MOBILE FLIGHT BOOKING SYSTEM-----	27
3.1	RESEARCH DESIGN METHODOLOGY -----	30
3.2	THE PROTOTYPING PROCESSES -----	32
4.1	UML USE CASE DIAGRAM FOR MFTRA-----	37
4.2	SEQUENCE DIAGRAM FOR ONE WAY RESERVATION-----	44
4.3	SEQUENCE DIAGRAM FOR ROUND TRIP RESERVATION-----	46
4.4	SEQUENCE DIAGRAM FOR ADMINISTRATOR LOGIN-----	48
4.4	SEQUENCE DIAGRAM FOR ADD NEW JOURNEY-----	49
4.5	SEQUENCE DIGRAM FOR UPDATE JOURNEY-----	50
4.6	SEQUENCE DIAGRAM FOR DELETE JOURNY-----	51
4.7	SEQUENCE DIAGRAM FOR VIEW BOOKIN-----	52
4.8	SEQUENCE DIAGRAM FOR UPDATE BOOKING-----	53
4.9	SEQUENCE DIAGRAM FOR VIEW FERRY DETAIL-----	54
4.10	CLASS DIAGRAM FOR MFTRA-----	55
4.11	WEB-BASED PROTOTYPE FOR ADMINISTRATOR SIDE -----	57
4.12	MOBILE PROTOTYPE FOR PASSENGER SIDE-----	58
4.13	GENDER-----	60
4.14	AGE-----	60
4.15	EDUCATION-----	60
4.16	REQUIREMENT MODEL-----	63

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background**

Forecasts for mobile content market are indicating rapid growth in the coming years. IBM states that the market of mobile content will reach US\$50.8 billion in 2008 with average growth of 22%, current estimates show in 2005 the market reached US\$27.9 billion (Ovum as cited in IBM, 2006). There are estimated to be 1.5 billion mobile phones in the world nowadays (Prensky, 2004).

In the other hand, E-Commerce continues to grow rapidly, with increasing users. According to Jupiter Research, U.S. (Stella, Michael, & Chandrasekar, n.d.) E-Commerce grew rapidly from \$336 billion in 2000 to \$6.3 trillion in 2005. E-Commerce over the internet is a new way of conducting business in which the goods, information product, or services are exchanged.

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